

**Analysis of the News Generated for
CCFC/FIRST 5 CALIFORNIA
June 2001-July 2003**

SUMMARY

This analysis reviews the print coverage in English- and Spanish-language media of eight of the major news announcements conducted for CCFC/First 5 California. ***Please note that the report does not review all media outreach conducted during the 26-month time span nor does it include any television or radio coverage.***

These eight campaigns generated a total of 185 stories, 85% judged favorable in overall tone to CCFC/First 5 California. Sixteen stories, most covering the Children's Health Interview Survey (CHIS), are neutral. No story is judged as completely negative in tone to CCFC/First 5.

Total impressions resulting from this coverage are more than double the total population of the state of California. The editorial value of the stories surpasses \$1.7 million. Nearly all of the stories appear in California media. First Five LA Universal Access to Preschool, however, makes news outside of California, reaching nine other states via AP. Of the eight announcements analyzed, the *Kit for New Parents* accounts for the most stories, 46% of the total, the highest impressions, 34% of the total, and the highest editorial value, 31% of the total.

All but two of the stories contain at least one of the five general messages about CCFC/First 5 California. Most often publicized are the messages that CCFC/First 5 California's goal is for all children in California to start school healthy and ready to reach their greatest potential and that CCFC/First 5 uses funds from Proposition 10 tobacco taxes to give children access to quality health and child care.

Among the messages unique to each announcement, 85 stories, 46% of the total, communicate all program messages. Two programs, Library, Literacy and Books Services (LLABS) and State Commission Funding Announcements, include all program messages in every story. Four other campaigns contain at least one program message in every story.

DEFINITION OF TERMS

Stories: the number of placements in print media (newspapers and magazines) and postings in online media

Column Inches: the amount of print space devoted to CCFC/First 5 California; column inches are determined by individually reading each print story for references to CCFC/First 5 California; the column inches, therefore, reflect the proportion of the space that actually refers to CCFC/First 5 California; CCFC/First 5 California is not automatically credited with the entire story

Word Count: the number of words in online media postings referring to CCFC/First 5 California; word count is determined by individually reading each posting for references to CCFC/First 5 California; the word count, therefore, reflects the proportion of the posting that actually refers to CCFC/First 5 California; CCFC/First 5 California is not automatically credited with the entire story

Circulation: the number of copies of print publications distributed

Visitors: the daily number of visitors to online media

Impressions: the estimated number of readers per print publication added to visitors

Value as Advertising: for newspapers and magazines, the amount that print space is worth as paid advertising; to ensure adequate value as advertising for online media, 50 words is equal to a standard banner and the banner rate is multiplied by the number of 50-word increments found in each story

Editorial Value: the value as advertising multiplied by three to account for the credibility of editorial endorsement in comparison to paid advertising

Positive: stories that are judged completely favorable to CCFC/First 5 California

Neutral: straight reporting with no editorial slant

Negative: stories that are judged completely unfavorable to CCFC/First 5 California

Balanced: stories containing both positive and negative commentary about CCFC/First 5 California

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